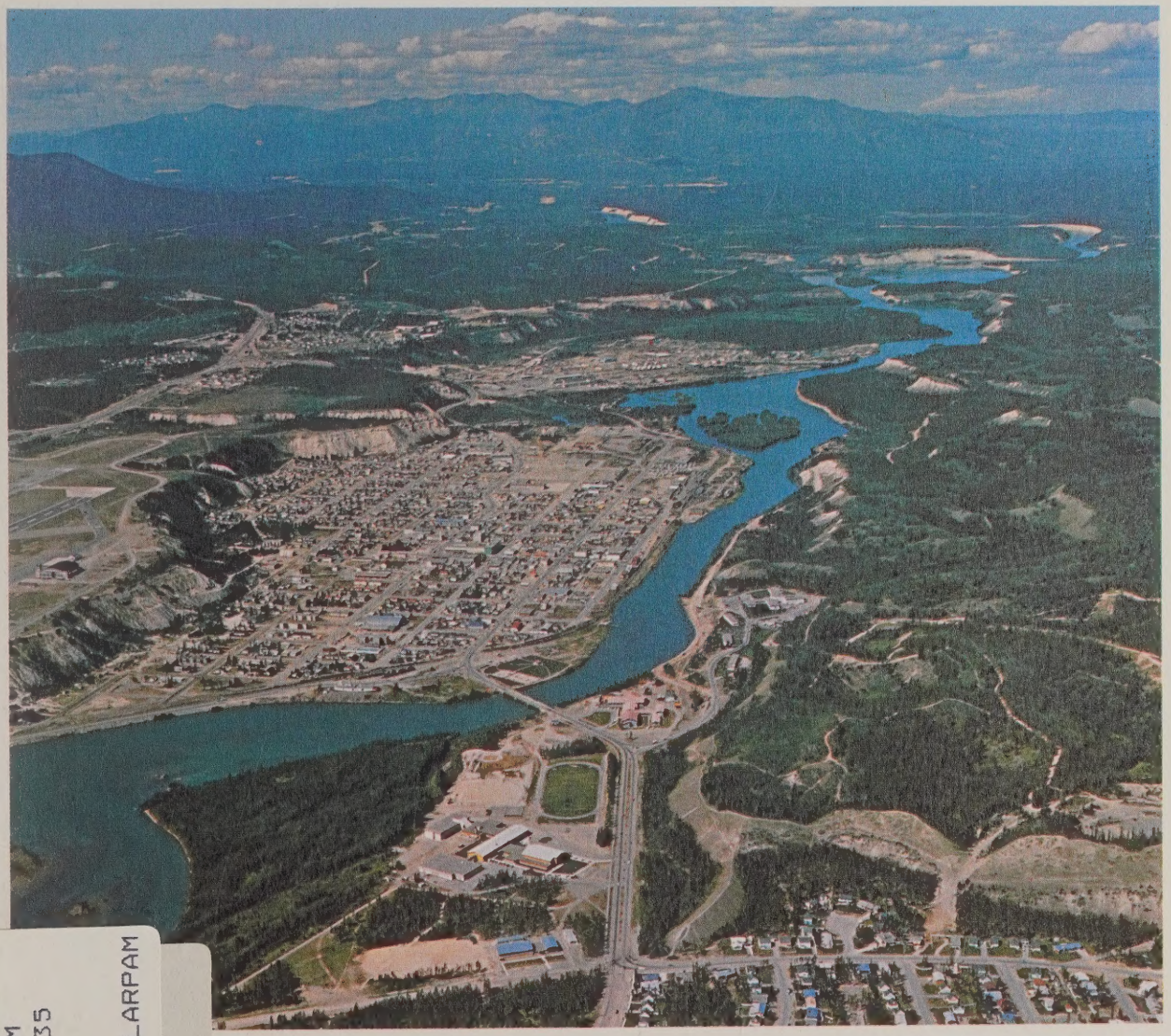
city of the future-
with a golden past
WHITEHORSE, Yukon



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the city

It probably doesn't come as any great surprise to learn that the people of Whitehorse are proud of their city.

We have our sights set high because it is a big job developing this young capital city into a major transportation, communication and supply centre of the North. Consequently, we try harder.

During the past 15 or 20 years, Whitehorse has emerged from a raw frontier town with dirt streets and board sidewalks to a modern, bustling municipality with a keen eye on the future.

The thing that makes Whitehorse unique in the Canadian composite, is its eagerness and dedication to build a viable, healthy and forward looking Northern city.

The prospects for business and industry are limitless and the welcome mat is continually out to anyone who wishes to invest time, talent and money in the building and betterment of the Yukon's capital city. We are rapidly developing our visitor industry, which today is one of the main contributors to the city's economic wealth. We also intend to make Whitehorse into a major convention centre, not only to aid the economy but also to place our city on display for all the world to see.

We have a long way to go but we're very proud of what we've done during the past few short years. And the best part of it is that we've just begun.

To those people who are looking for new, fresh business ventures in a new and exciting country, I extend the warmest welcome. Come and play a part in the building of the City of Whitehorse and of the Yukon.

A.J. Wybrew
Mayor

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its nature

From the air, downtown Whitehorse can be mistaken for no other city in the world. Its physical surroundings are made distinct by the mighty blue-green Yukon River that flows northward past the city on its way to Alaska and the towering clay cliffs that surround it on three sides.

It's a compact area that serves as the focal point for a much larger and widely scattered metropolitan district, comprising 162 square miles. It's the largest city in area in Canada, expanded during the summer of 1971 from its original 2.66 square miles.

The expansion, which more than doubled its previous population of 5,000, took in five surrounding subdivisions, extending out from the city centre as far as ten miles. The expansion of its boundaries has opened up unlimited plans for growth in both population and economic advancement.

Situated on the upper reaches of the Yukon River, it's 918 miles from Dawson Creek, 605 miles from Fairbanks, Alaska, and about 1,250 miles from Edmonton.

It's situated in a sub-arctic region of Canada, but despite the high latitude (61 degrees) temperatures aren't anywhere near as harsh as people might think. For example, the mean daily temperature is 31 above and while Whitehorse recorded a record low of-61.6 on January 31, 1965, it has topped the thermometer with 94.2 on June 14, 1969. The cold snaps are few and last only a matter of days while the summers are warm and dry and pleasant.

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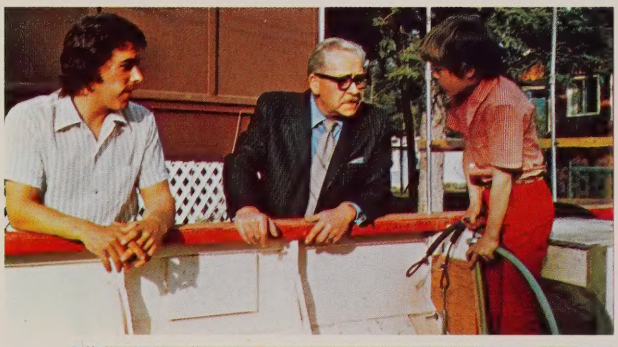
its people



The Yukon has always been basically a young man's country. Miners, merchants, professional people, tradesmen, and people in the service industries generally have one thing in common when they come to the Yukon — they are young, vigorous and ambitious with an acute sense of adventure — people who have been drawn North to make their homes and fortunes.

More often than not, they stay. There are many pioneer families in the territory — families that boast as many as three generations born and raised-Yukoners.

They come from virtually every corner of the earth — Italians, Britons, Americans, Ukranians, Poles, Hungarians, East Indians and from every province in Canada. And they are prospering. With these people come specialized talents that are needed by any city or country in order to progress.

About two-thirds of the entire Yukon population live in the capital city of Whitehorse, and of these 42 per cent are between the ages of 21 and 32. 22 per cent are between the ages of 31 and 42, for a total of 64 per cent.

Government service still hires slightly more people than any other single industry, with transportation and mining coming close behind and destined to overtake government employment in the near future.

In a recent study of Whitehorse by the University of Manitoba, 30 per cent of the residents polled said they had lived in the Yukon longer than in any other part of the world. The University study also revealed that 73 per cent of Whitehorse residents have senior high school, and 57 per cent of those polled had special technical or university training.

If ever there was a true Canadian mosaic, it must be in the Yukon.

its facilities

Transportation and communication problems have always been a big drawback to northern living. But this is no longer true of the Yukon.

Whitehorse is served by the White Pass Yukon railway to tidewater at Skagway, Alaska, scheduled air service by CP Air, to Edmonton and Vancouver, Wien Consolidated Airlines to Alaska, International Jet Air with flights to Inuvik, N.W.T. as well as scheduled services to intra-territorial points by Northward Aviation. There is also regular bus service to the North and South.

Canadian National Telecommunications provides telephone, telegraph and telex service to anywhere in the world. There are two radio stations, the CBC Station of CFWH and a private station, CKRW. CBC also offers a frontier television package and the privately-owned WHTV provides cable television on two channels. There are also two newspapers, the Whitehorse Star, publishing three times a week and the weekly Yukon News.

Essential services are provided by Yukon Electrical Co. Ltd. and Canadian Propane Limited.

Educational facilities are made up of two high schools, five elementary schools and a Vocational and Technical Training Institute to handle the 3,200 Whitehorse student population.

For recreation, there are the hot springs just a few miles out of the city, ski hills, a hockey arena, recreation centres, private clubs, curling rinks, ball parks, playgrounds, golf courses and a covered swimming pool.

There are four banks, two large supermarkets, a major shopping centre, 22 hotels and motels, four department stores, and scores of small shops of virtually every type from hardware to haberdashery.

its past

It's been often said that the only part the City of Whitehorse played in the famous Klondike Gold Rush in 1898 was to offer a small piece of river bank to allow the Stampeders to change their socks before continuing on down to Dawson City.

And, in a sense, this is true. Whitehorse emerged as a fledgling community because it was the first spot the gold seekers could find to beach their make-shift boats after navigating Miles Canyon and shooting the tumultuous White Horse Rapids.

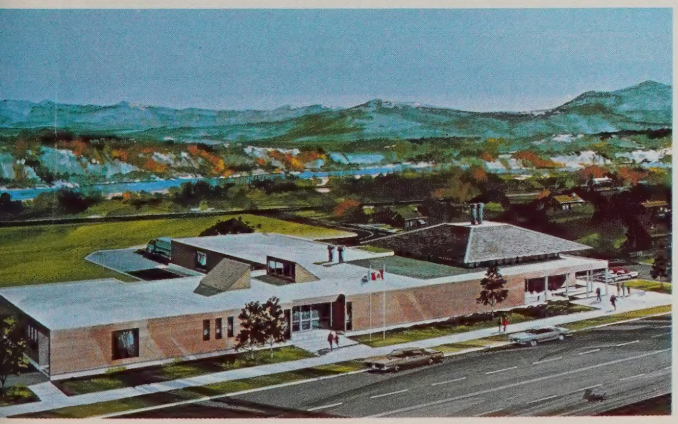
But, not everyone continued down the Yukon River to seek their fortunes in the gold-rich Klondike Valley. Some stayed and within months the tiny cluster of tents began to be replaced by log and frame buildings. It quickly became a major supply and communications centre — the link with the outside world.

Then came the completion of the White Pass Railway in 1900 which assured the future of the small community. It prospered, as did the railway, and Whitehorse became the jumping-off spot between Vancouver and the rest of the territory. In the mid-1940's Whitehorse got another shot in the arm when tens of thousands of army and civilian personnel came to the Yukon to build the Alaska Highway.

Again, many men stayed after the historic highway was completed and Whitehorse began to grow from infancy to adolescence. Since then, it has gradually grown into adulthood to become a modern Canadian city.

Its history is still evident. Three big paddlewheelers rest on the banks of the Yukon River where gold-seekers first landed more than 70 years ago. They are the Casca, the Whitehorse, and the SS Klondike, the latter having been restored as a National Historic Site.

Old steam engines, Yukon-style stage coaches, the old telegraph office and the first church to be built in the city (in 1900) still stand as mute proof of what was once a colorful, exciting and bustling frontier town — a page from history's greatest gold rush of them all.



its future

A 1968 Government sponsored economic study of the Yukon by D.W. Carr and Associates of Ottawa made this prediction: ". . . . . the territory may look forward with reasonable assurance to a sustained and rising tempo of investment, employment, growth and development in all phases of life — economic, social and cultural. It is no longer a question of if, but when."

Dr. Carr's predictions were obviously sound, because in the past five years or so the Yukon has, in fact, made tremendous strides in these areas. Whitehorse, the capital and the seat of the government, is the focal point for all this development.

When you compare the downtown and residential areas of Whitehorse today with only 10 or 15 years ago you can scarcely recognize them. Dirt roads and board sidewalks have been replaced by pavement and concrete, early structures on downtown streets have been almost completely superseded by new, modern stores and office buildings.

The City is flourishing as never before, and it's only beginning. A two-million dollar shopping centre has just been completed and a multi-million dollar capital building complex is planned for the near future. New shops, hotels and motels are being planned.

Dr. Carr's study, optimistic as it was, fell far short of the mark in many areas. Development so exceeded his 10-year forecasts that within two years of the issuing of the report, the Yukon had made several of his prophecies obsolete.

its growth

Until recently, the Yukon has had a roller coaster economy. It was booming at the turn of the century when it was first born and then dropped off until the building of the Alaska Highway brought an economic up-swing in the mid 1940's. Then, it dipped again for another 20 years.

1965 heralded an entirely new era of expansion, prompted by a gigantic mining boom — a boom which has brought a less spectacular but more permanent prosperity to the Yukon in general and the City of Whitehorse in particular.

New homes, office buildings, and shops testify to the optimism in the Yukon today. From 1965 - 1971 the value of building permits issued by the City of Whitehorse totalled 23.7 million dollars. Residential building in the same period came to more than 11.9 million dollars and commercial permits totalled more than 11.7 million dollars. A new record of $7,000,000 in building construction is estimated for 1972.

The Yukon labour force has jumped from 6,242 in 1961 to almost 10,000 in 1971, and the continuing arrival of more and more people promises to at least double that figure within the next decade.

Gross income of Whitehorse's population for 1971 was estimated at 26.5 million, a jump of 15 million in the past 10 years. The new expanded City has a 1972 property assessment of almost 63.7 million, a whopping increase of 51.6 million dollars compared with 1961. Annual retail trade volume has topped the 25 million dollar mark.

It's been an exciting time, but even more exciting is the speculation as to this northern centre's growth in the coming decade.

its government

The administration of the City of Whitehorse is a City Manager system, with a Council of six aldermen and a Mayor elected for 2 year terms. With the recent expansion of the city's boundaries to 162 square miles, the Council and its administration have their work cut out for them. The governing of this huge municipality is much the same as in any other city in Canada with many of the same problems.

Working in concert with the territorial government, and to a lesser degree with federal agencies, it must meet the challenges of the future head-on. With this in mind the City Administration, and its Boards and Committees, have armed themselves with people of experience and expertise.

Zoning, and building by-laws, traffic control, sewer and water systems, streets, parks, and recreation programs are an integral part of any city. Whitehorse has many of these things now but with the extension of the city boundaries, which doubled the population and expanded the economic base by 60 per cent, the challenge is momentous.

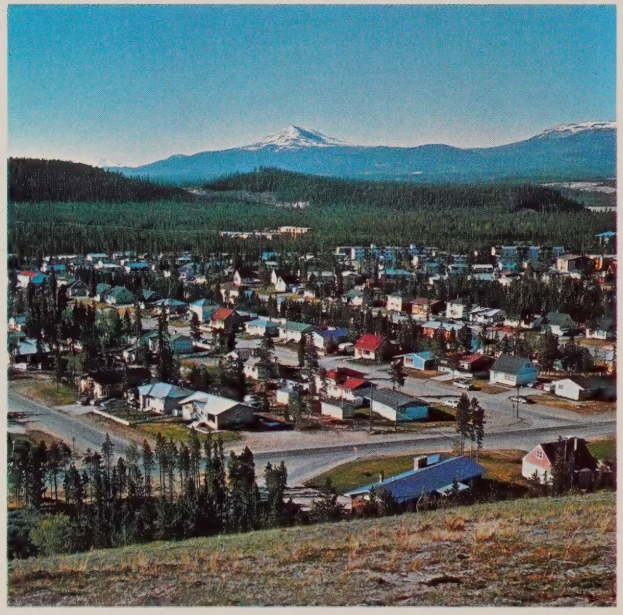
its needs & incentives

It's an old truism that the very fabric of any city or country is it's people. Without their knowledge and will, and the prospects of their young people, a city would surely die.

If there's one single item the City of Whitehorse requires more than anything else, it's the continued influx of new, talented, ambitious people — people who are willing to stake their futures on a new life and a new land. This is the stuff that modern, virile societies are made of.

Many specific areas of commercial activity and investment offer promise in Whitehorse. For example, with it's rich history of the Klondike Goldrush and all the romance and glamour of that incredible chapter of human history, any enterprise in the field of tourism holds great possibility. Similarly, as the Yukon's own population rapidly grows, the recreation industry — its servicing and supply functions — will provide opportunities. For the same reasons, the retailing of specialty items and services will further develop in the City of Whitehorse.

Several incentive programs are available to those establishing in Whitehorse. Through the Territorial Government's small business loans program, financial assistance can often be secured. Federal programs exist to assist in the hiring of Yukoners by new employers. Whitehorse has its own vocational and technical training institute which can often supply specific man-power needs. For further information, address requests to: Development Officer, City of Whitehorse, 2121 2nd Avenue, Whitehorse, Yukon.



its statistics

POPULATION:

1972	11,500
1962	8,100

AREA:
162 square miles

FACILITIES

Accommodation

Total hotel rooms / motel units	628
Total number of beds	1,159
Total cafe / dining room capacity	852
Conference / meeting rooms:	1/800
1/600, 1/500, 1/300, 2/250, 1/200	

Hospital/Medical
Modern 120 bed hospital
New (1971) medical-dental clinic
11 doctors, 4 dentists
2 optometrists

Utilities
Electricity — Yukon Electrical Co. Ltd.
Gas — Canadian Propane Limited
Telephone & telex — CN Telecommunications

Local Banks
Canadian Imperial Bank of Commerce
Bank of Montreal
Bank of Nova Scotia
Toronto-Dominion Bank

Educational	Pupils	Teachers
5 elementary schools	2,009	92
2 secondary (high) schools	1,241	68
1 Vocational & Technical Training Centre		

CLIMATE

Maximum recorded temperature	94.2 degrees
Minimum recorded temperature	—61.6 degrees
Mean maximum temperature	39.4 degrees
Mean minimum temperature	21.5 degrees
Mean daily temperature	30.5 degrees
Mean annual precipitation	10.24"
Mean annual snowfall	50.3"
Mean annual rainfall	5.6"
Mean wind speed	9.1 mph
Mean annual hours sunshine	1829.8
Average frost free period	101 days

BUILDING CONSTRUCTION

1963	$ 728,005
1964	597,076
1965	1,291,460
1966	2,105,201
1967	2,355,024
1968	4,033,307
1969	5,723,301
1970	4,341,887
*1971	3,848,300
1972 (est.)	7,000,000

*Includes construction after June 1, 1971 within extended City limits.

TAX ASSESSMENT

1966	$19,838,120
1967	20,325,865
1968	21,800,000
1969	22,815,998
1970	26,335,638
1971	35,545,300
*1972	63,696,420

*Includes additional land and improvement assessment of $26,037,110 resulting from extension of City boundaries June 1, 1971.

BASIS OF ASSESSMENT

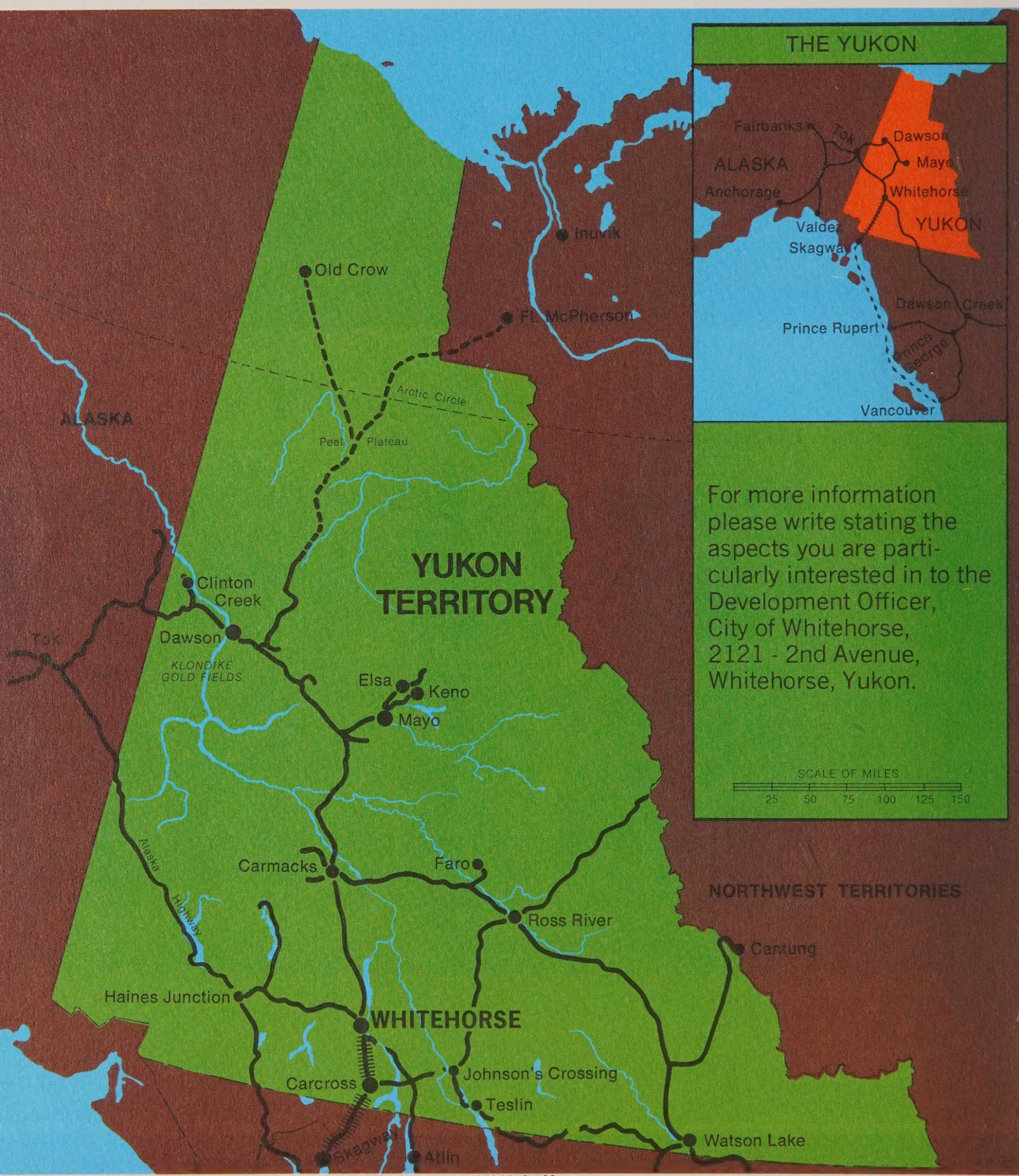
Land	100% of market value
Improvements	55% of market value

1972 TAX RATE

Municipal purposes	16.0 mills
School purposes	16.0 mills
Total	32.0 mills

MUNICIPAL DEBENTURE DEBT (1972)

Total	$1,688,560.22
Per capita	152.34



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